

Strategies to Support Nutrition and Physical Activity Change

Strategy 1 ***Increase Fruits and Vegetables***

1. Provide farmer's markets.
2. Promote healthy eating lifestyles by providing cooking classes to educate on techniques of cooking and incorporating fruits and vegetables into meals.
3. Expand access to fruits and vegetables in retail groceries and local dining establishments.
4. Promote healthy eating behaviors by offering nutrition education classes based on assessments of interest and need.
5. Encourage retailers to provide programs in local schools and day cares related to 5 A Day.
6. Distribute 5 A Day materials and messages to communities by posting on local cable station.
7. Provide taste testing at the local grocery.
8. Offer coupons for fruits and vegetables.
9. Encourage restaurants to offer fruits and vegetables as menu options.
10. Recognize champions in the restaurant industry who support the incorporation of the 5 A Day message.
11. Partner with parks and recreation, day care or summer camps to offer fruits and vegetables in their programs.
12. Make community garden plots available to residents.
13. Distribute weekly or monthly vegetable and fruit articles in local newspaper or magazine.

14. Use multiple channels for interventions, such as retail food outlets, transit and recreation/leisure facilities, worksites, faith organizations and social service centers to reach the general population and targeted subgroups within the community.
15. Conduct community-wide healthy eating and physical activity special events, regular programming, and media campaigns.

Strategy 2

Decrease TV Viewing

1. Reduce television viewing time by sponsoring a “Turn off TV Night” in the community and offer alternatives for families to choose from.
2. Partner with health care providers to encourage activity instead of TV viewing.
3. Provide information to parents in reducing TV viewing time of children.
4. Provide parenting programs addressing parental monitoring and setting of rules (e.g. no TV in a child’s bedroom, not having the TV on all of the time, not letting children watch TV alone, turn off TV during meals).
5. Providing more safe and engaging activities for children instead of watching TV.
6. Use multiple channels for interventions, such as retail food outlets, transit and recreation/leisure facilities, worksites, faith organizations and social service centers to reach the general population and targeted subgroups within the community.
7. Conduct community-wide healthy eating and physical activity special events, regular programming, and media campaigns.

Strategy 3

Caloric Intake/Quality Diet

1. Make available reliable resources on general nutrition related to portion size (i.e.) placemat, portion size plate, food models.
2. Encourage local restaurants to offer smaller or ½ portion meals on menus at reduced prices.
3. Encourage fast food restaurants to identify and offer healthy choices (i.e.) salad instead of french fries, substitute low fat milk or water for soda.
4. Provide healthy vending choices in public buildings.
5. Encourage more family meals.
6. Limit consumption of sweetened beverages.
7. Create a local logo that all recognize as a healthy meal or snack choice.
8. Promote a “Healthy Dinner Club” among faith-based groups.
9. Use multiple channels for interventions, such as retail food outlets, transit and recreation/leisure facilities, worksites, faith organizations and social service centers to reach the general population and targeted subgroups within the community.
10. Conduct community-wide healthy eating and physical activity special events, regular programming, and media campaigns.

Strategy 4

Increase Physical Activity

1. Promote sustained physical activity lifestyles for adults and children, such as brisk walking, running or cycling.
2. Use multiple channels for interventions, such as retail food outlets, transit and recreation/leisure facilities, worksites, faith organizations and social service centers to reach the general population and targeted subgroups within the community.
3. Conduct community-wide healthy eating and physical activity special events, regular programming, and media campaigns.

4. Promote increased bicycling by providing bike parking in front of buildings and in public spaces.
5. Provide free or low cost physical activity opportunities through city programs such as croquet, bocce, kickball, disc golf and other recreational games.
6. Provide weekly articles in the newspaper promoting physical activity and current opportunities to participate.
7. Display key messages on a community sign or display board.
8. Insert notices of upcoming events in school newsletters, church bulletins, utility bills, etc.
9. Use local celebrities or leaders to help promote events or messages.

Strategy 5

Promote Breast-feeding

1. Establish lactation rooms in community buildings (businesses, schools, churches, government offices).
2. Develop of resources to target public education that links the impact of breast-feeding to obesity prevention. Make electric breast pumps available through your local clinic.
3. Develop social support resources for breast-feeding women (i.e. peer counselor and mother –to mother networks, telephone or in-home breast-feeding support)
4. Provide training on breast-feeding to health care professionals who provide maternal and child care.
5. Establish of maternity care practices and policies that promote breast-feeding.
6. Establish of workplace programs and policies that promote breast-feeding.
7. Provide breast-feeding education programs in the hospital.
8. Encourage healthcare facilities to implement Ten Steps to Successful Breast-feeding.